

Evaluating Media Literacy as a Statewide Anti-Tobacco Campaign Strategy

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**An Evaluation of the Statewide
Implementation of
Teen Futures Media Network:
Teens, Tobacco & Media Program
Developed by the University of
Washington Experimental Education
Unit, Marilyn Cohen**

- Six one-hour lessons developed by teens and taught to teens
- Evaluation includes data gathered from 723 students who participated in the lessons (treatment group) and students who did not participate (control group)

Why would we expect it to make a difference?

- Good decision making is a learned skill
- Teenagers pay attention to and want to help other young people
- Teenagers like using and discussing the media
- Teenagers don't like being duped

The Lessons

Lesson 1: Introduction to teens and advertising

- How ads target teens
- Students critique the ads
- The difference between advertising and reality

Lesson 2:

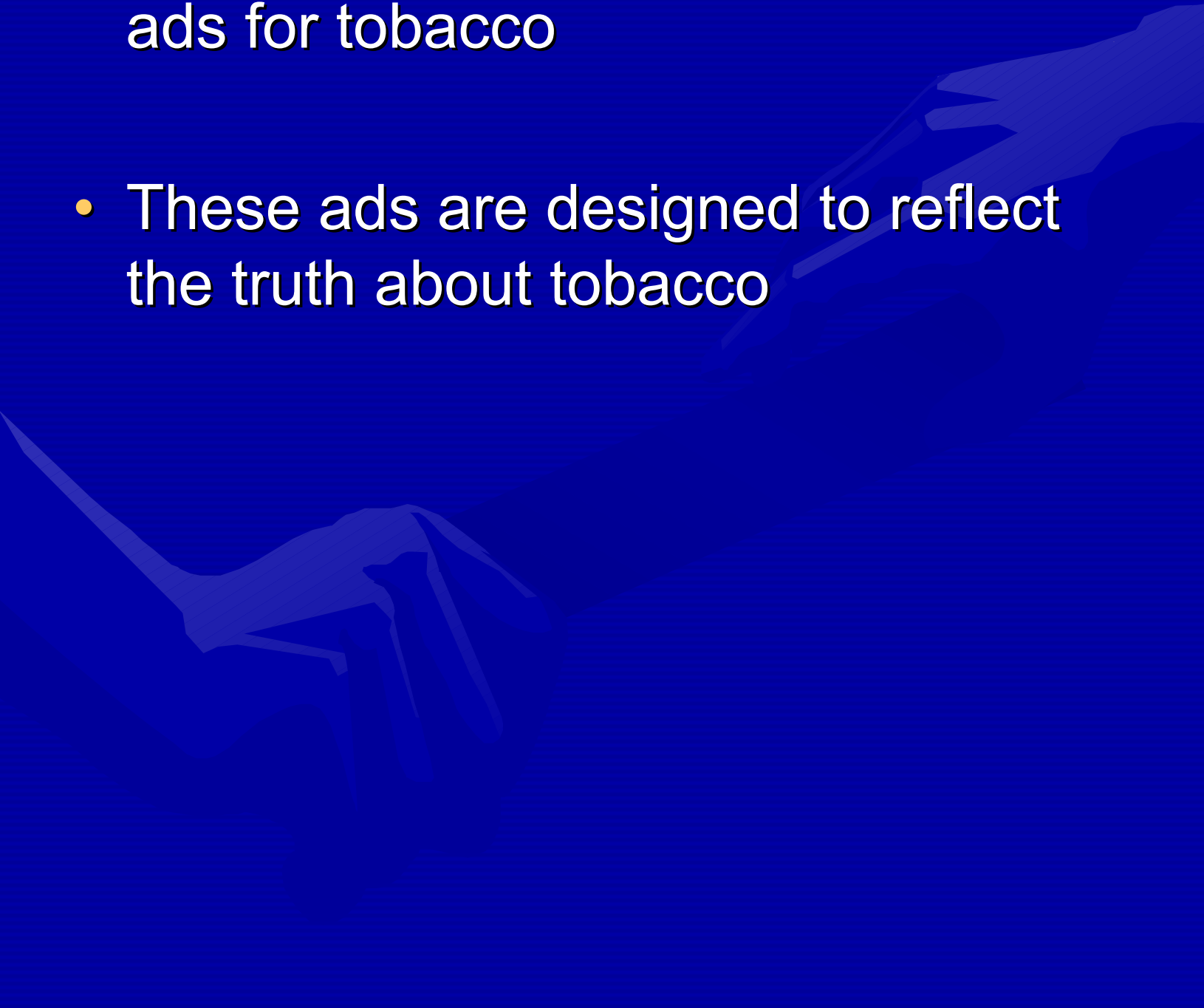
Introduction to teens and tobacco

- Tobacco myths and facts
- How tobacco ads target young people
- Comparing tobacco reality and tobacco advertising

Lesson 3:

Counter-ad empowerment

- Students create their own counter ads for tobacco
- These ads are designed to reflect the truth about tobacco



Real Ad

COMING THROUGH

[illegible]

Counter Ad

THE HOUSE OF MONROES

NOT

KOOL

Fallen IDIOTS

SIX FEET UNDER

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

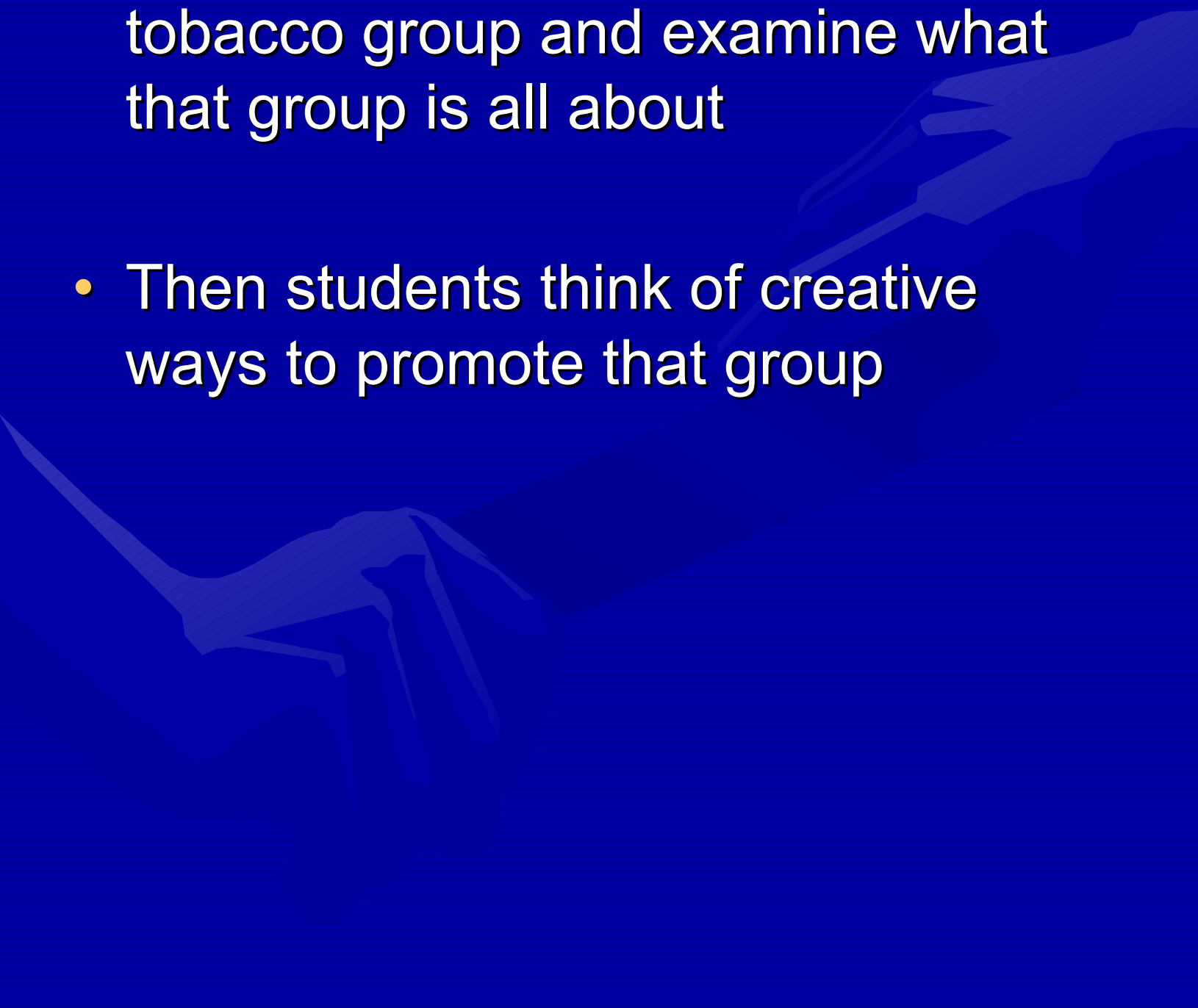
Lesson 4:

The laws governing tobacco advertisements

- Students learn about the restrictions on tobacco advertising
- Students learn how companies get around these laws
- Students create radio spots

Lesson 5:

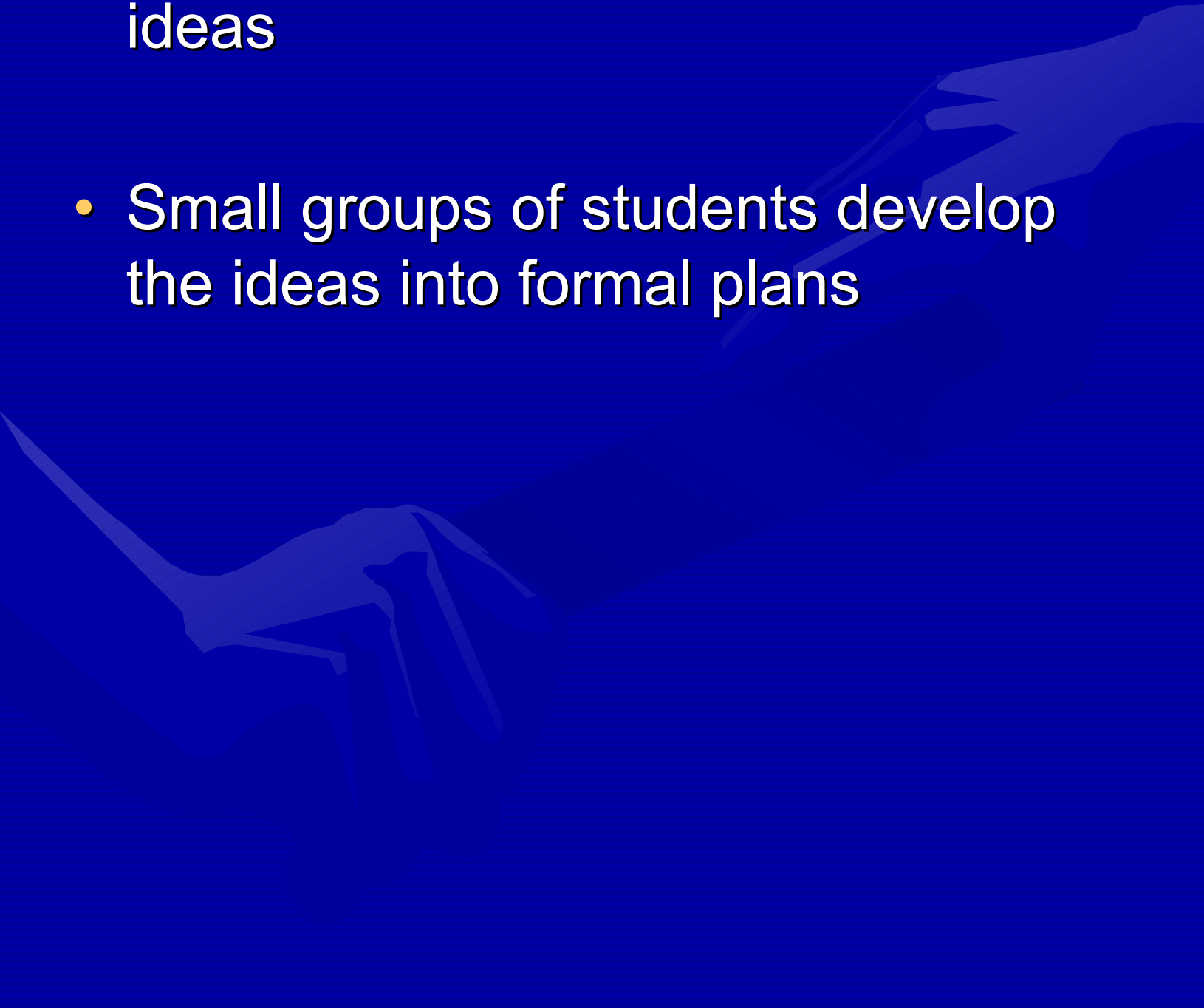
Promoting teen anti-tobacco groups

- Students choose a teen anti-tobacco group and examine what that group is all about
 - Then students think of creative ways to promote that group
- 
- A faint, stylized illustration of two hands shaking, symbolizing agreement or partnership, is visible in the background of the slide. The hands are rendered in a light blue color against the dark blue background.

Lesson 6:

Designing a media activism plan

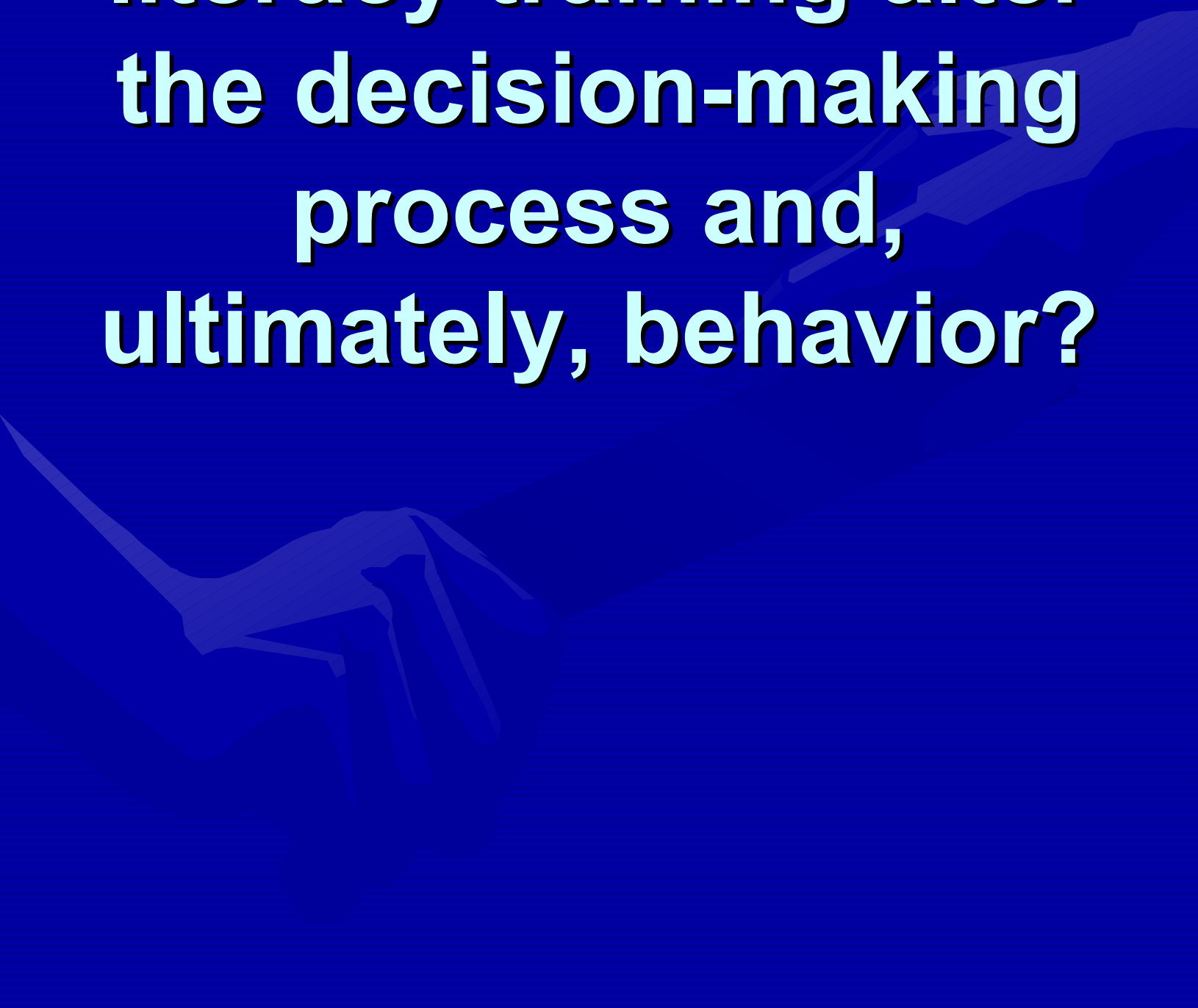
- Students brainstorm media activism ideas
- Small groups of students develop the ideas into formal plans



Evaluating this program

- Student groups divided into four types:
 - 1) Treatment with a pretest & posttest
 - 2) Treatment with only a posttest
 - 3) Control with a pretest & posttest
 - 4) Control with only a posttest
- All completed the same questionnaire.
- Questionnaires assessed decision-making stages

Question:
Does the media literacy training alter the decision-making process and, ultimately, behavior?



How teens make decisions about tobacco

- Partly logical and partly emotional
- Partly thoughtful and partly through shortcuts
- Chain of decisions lead eventually to behavior

Summary of results

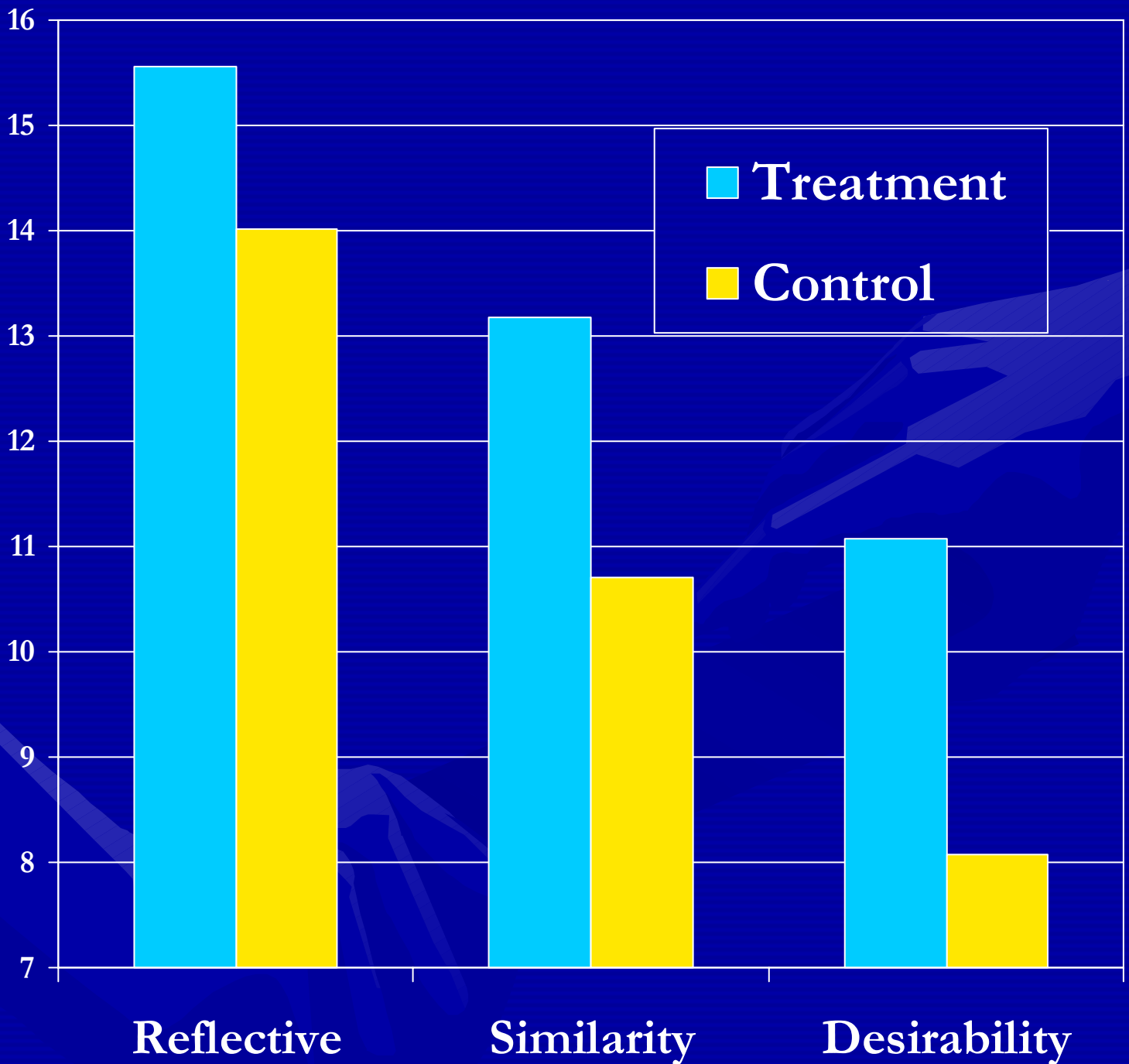
- Differences found on over **85%** of outcomes tested
- Different effects for those who tried cigarettes versus those who hadn't
- Different stages of decision making affected

Important stages of decision-making

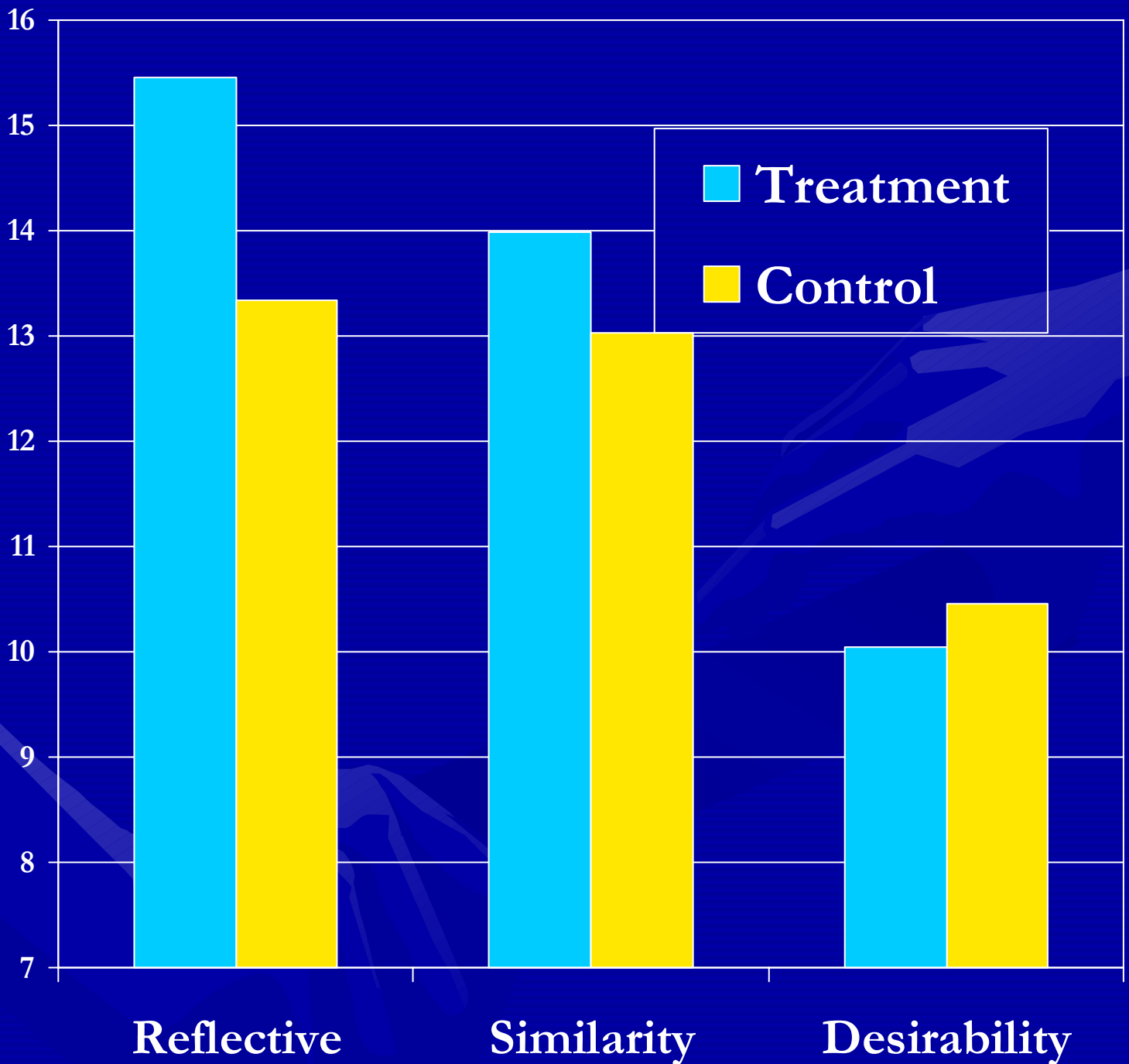
Early Indicators

- Reflective thinking
- Similarity of ads
- Desirability of ads

Early stages of decision-making: How NEVER-tried teens are affected



Early Stages of decision-making: How HAVE-trying teens are affected

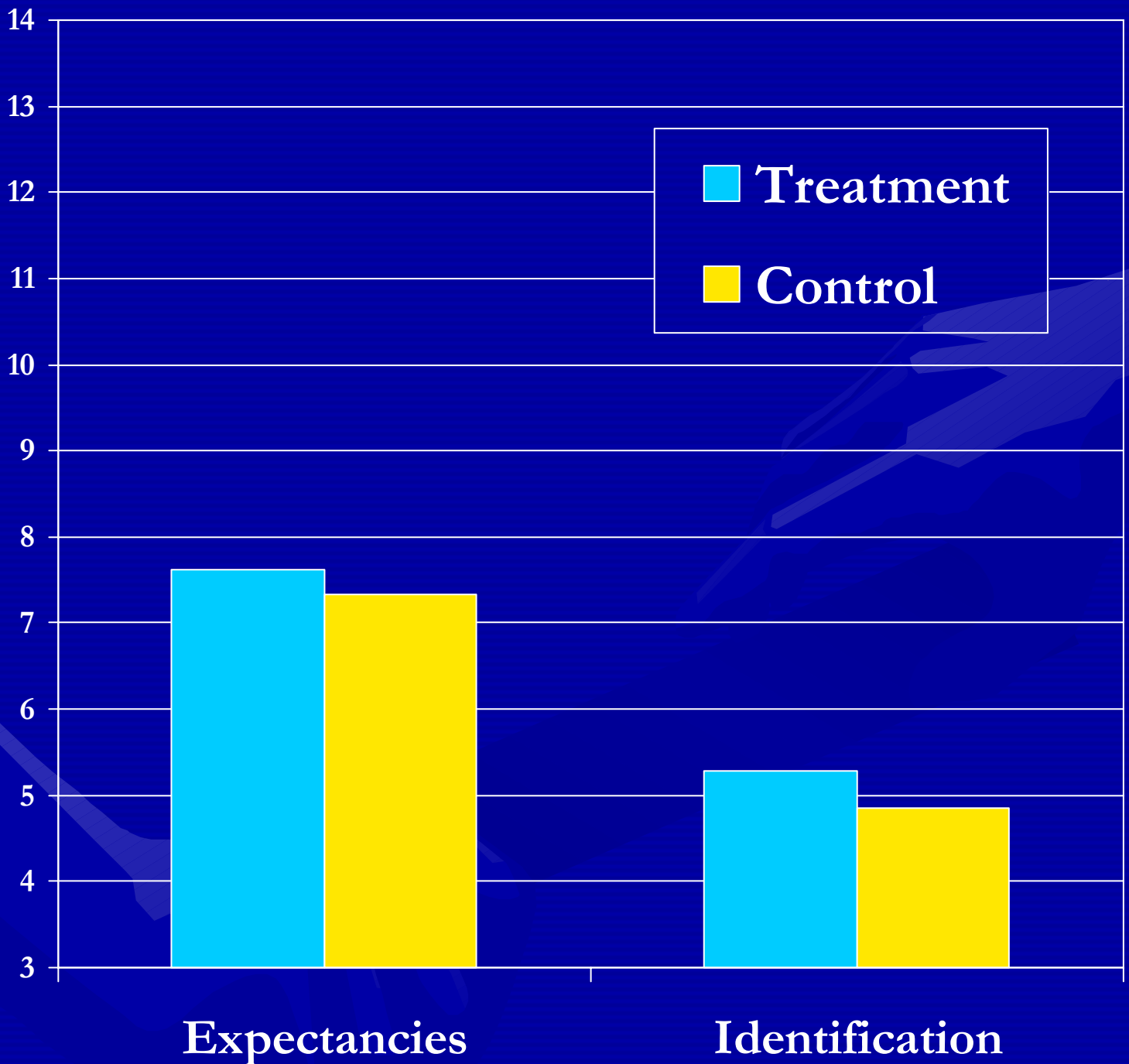


Important Stages of Decision-Making

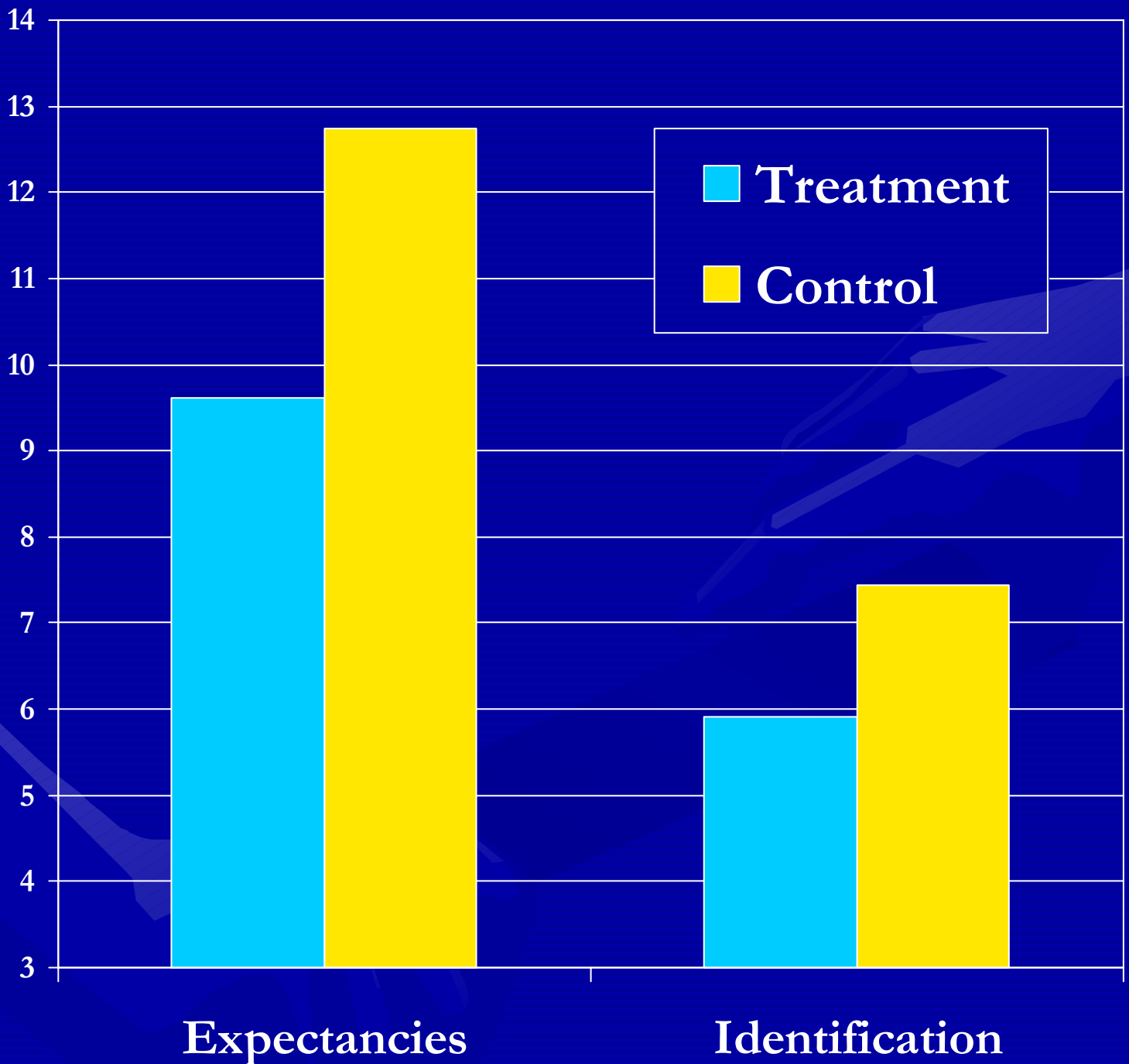
Later Indicators

- Identification with people in the ads
- Expected outcomes from smoking

Later stages of decision-making: How NEVER-tried teens are affected

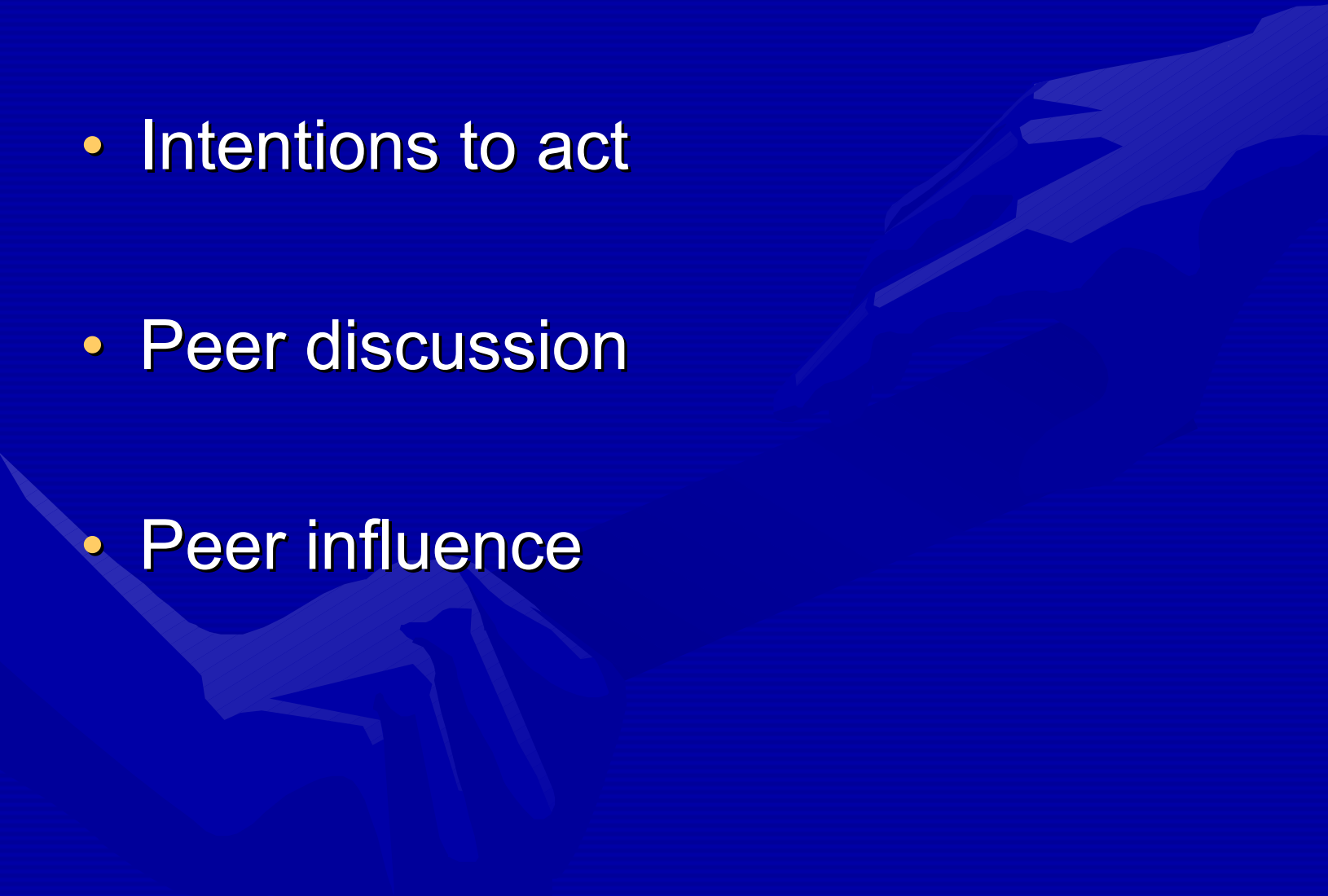


Later stages of decision-making: How HAVE-tried teens are affected

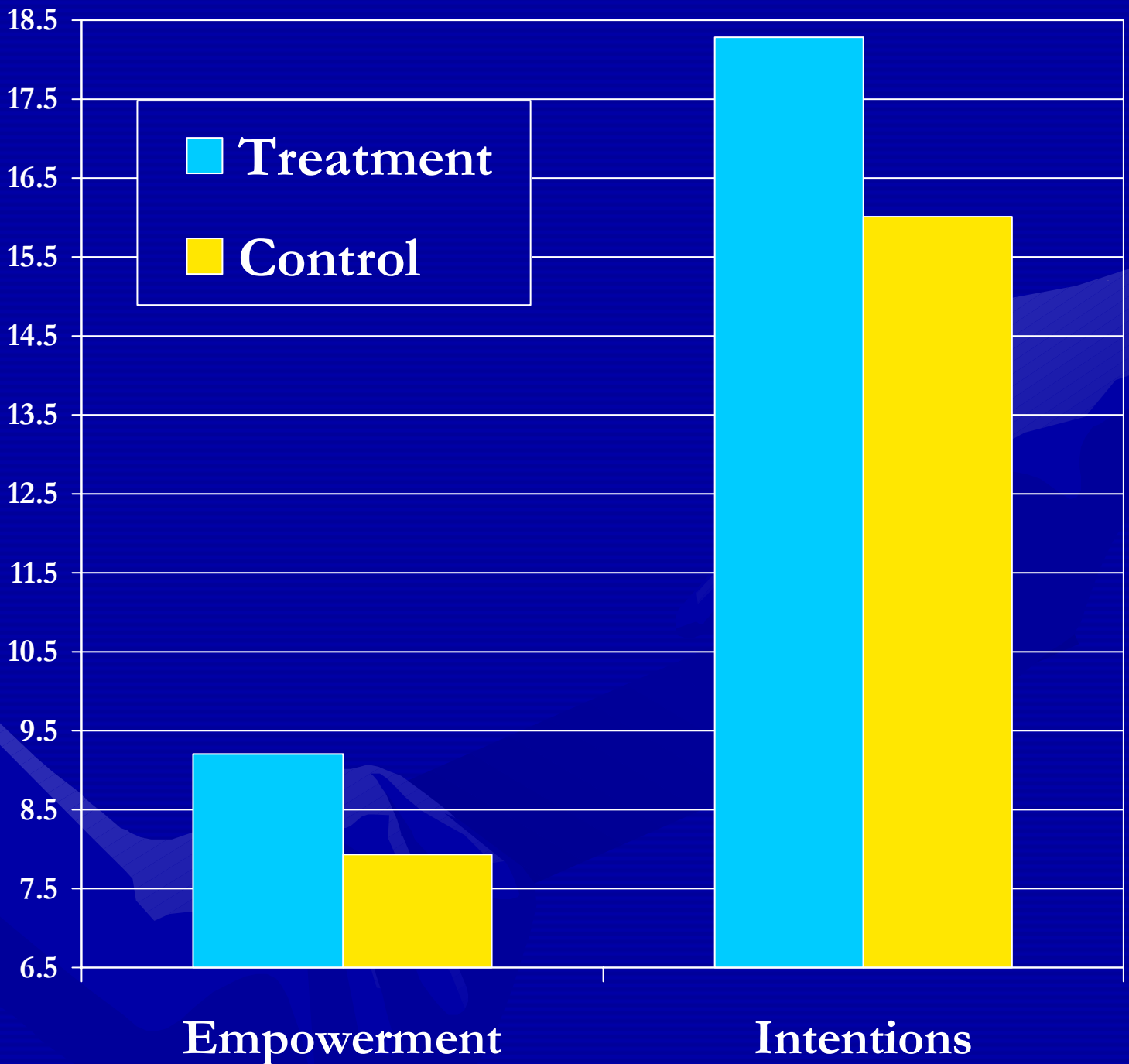


Outcomes in decision-making

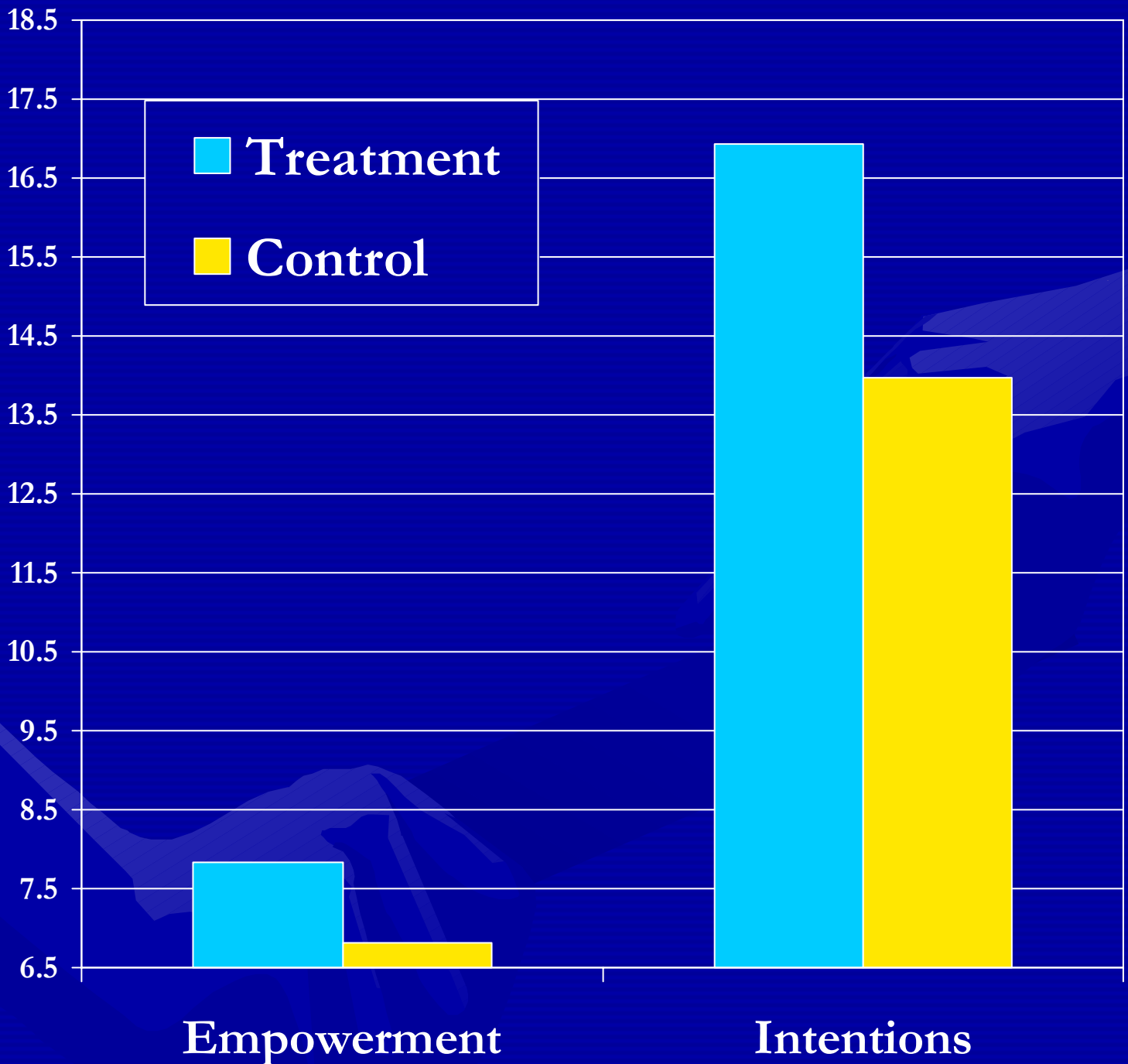
- Empowerment
- Intentions to act
- Peer discussion
- Peer influence



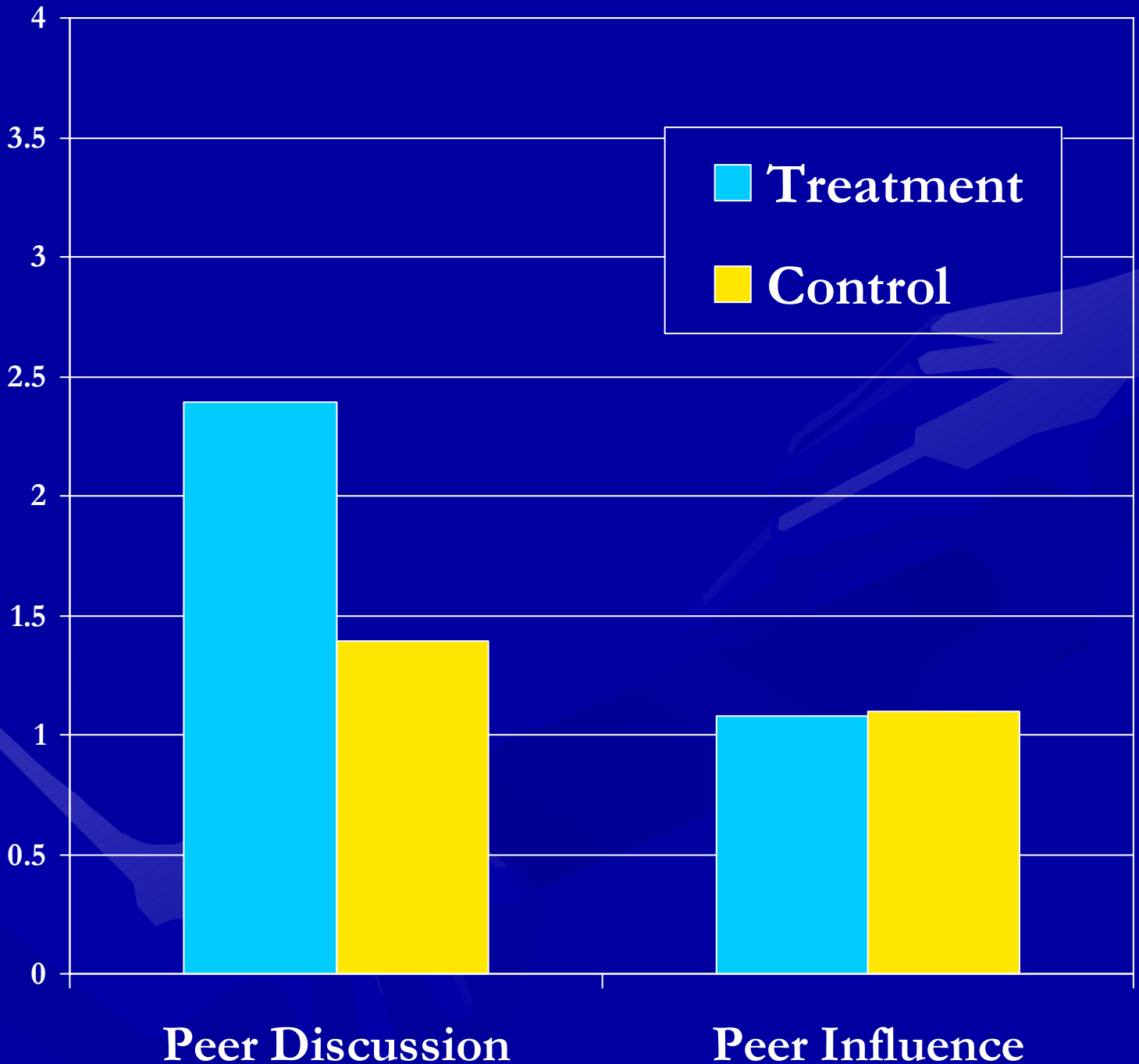
Outcomes of decision-making: How NEVER-tried teens are affected



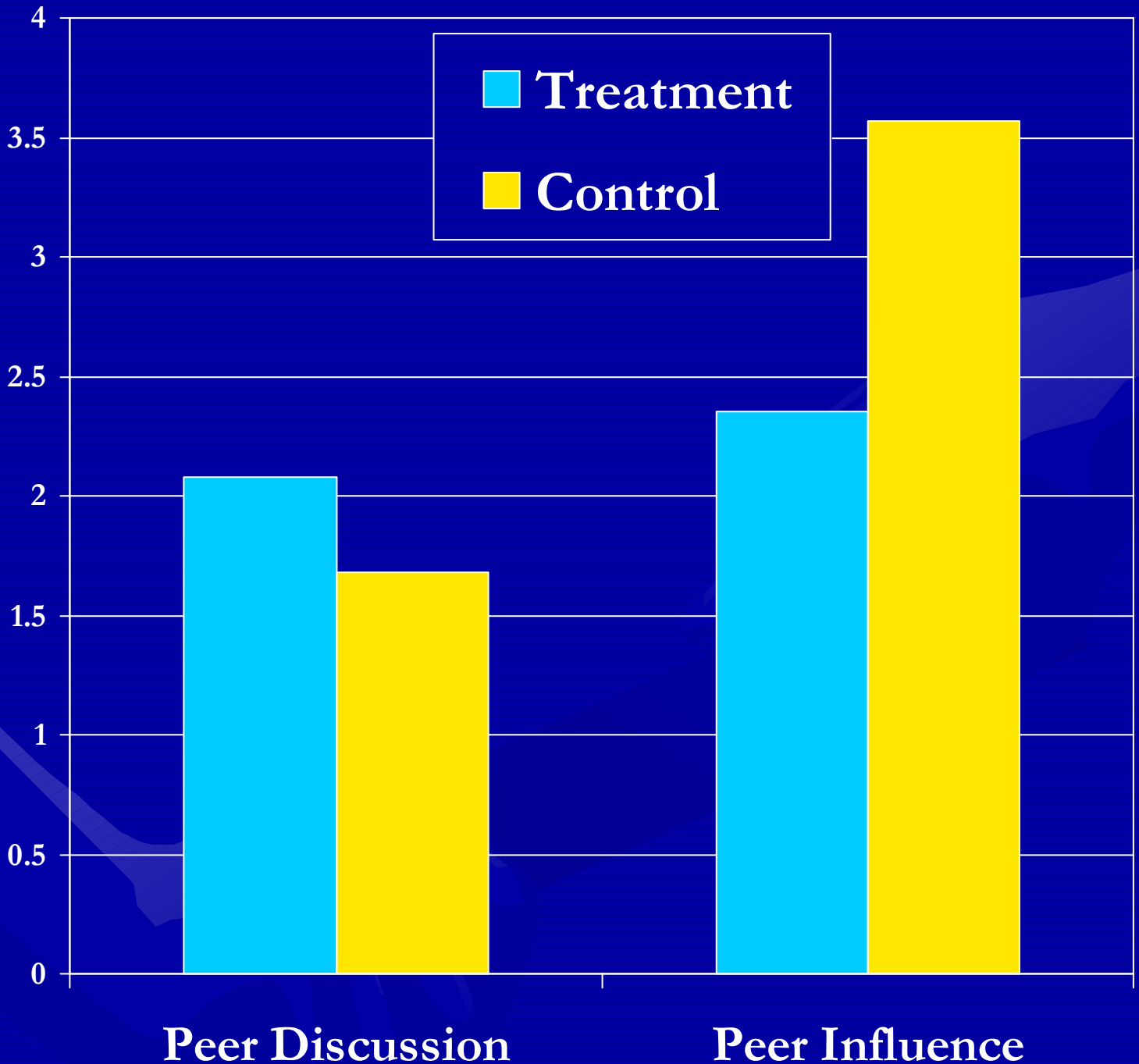
Outcomes of decision-making: How HAVE-tried teens are affected



Outcomes of decision-making: How NEVER-tried teens are affected



Outcomes of decision-making: How HAVE-tried teens are affected



Implications of results

- Evidence that Teens, Tobacco & Media builds skills and affects behavior
- Program flexible and useful for varied groups
- Even more change seems possible with younger participants
- Media literacy a valuable component for health campaigns



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Freakin Do!





BUT IM ONLY
18 YEARS OLD.

000
11/11/11

John P. 2001

EARLIER



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AN OLD IMAGE OF YOURSELF

DONT SMOKE

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

100 mg. "tar," 1 mg. nicotine
av. per cigarette by FTC method.

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*She's gone to Capri and
she's not coming back*



Capri
Superslims

She's gone to Capri
and she's not coming
back because it's
a place of no
return.

DEADLY
PLACE

